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PRESS RELEASE

SAZKA mobil has a special Christmas gift in store for its customers: phone calls for as little as CZK 1

Beginning as of 1 November 2014, SAZKA mobil showers both new customers and its 100 000 existing customers with lavish Christmas gifts. As a part of the top-up bonus plan (Cheap Calls and Texts), customers pay a single crown (CZK 1) for calls and text messages (SMS) to all networks.

Cheap calls and texts for one crown

"Customers who top up their pre-paid credit with at least CZK 300 are eligible for a rate of only one crown (CZK 1) per minute of calling or per SMS, as a part of our top-up bonus", says Jan Schmiedhammer, CEO of SAZKA mobil. The offer is valid from 1 November 2014 through 31 January 2015. "Customers who 'fill up' their pre-paid credit by the end of January may call and text at this fantastic rate also in February", adds Schmiedhammer.

How do I become eligible for this special offer?

All it takes is to activate the top-up bonus feature "Cheap calls and texts for one crown" - either by using the internet self-service or a mobile app or by calling the toll-free customer hotline of SAZKA mobil - and to top up one's credit by at least CZK 300 as of 1 November. The special benefit then becomes instantly available to the customer for a full month.

SAZKA mobil has already attracted more than 100 000 customers

Over the course of just nine months since the official launch date, SAZKA mobil gained more than 100 000 customers to become the largest full-fledged virtual mobile operator (and one of the four largest virtual operators and resellers in the Czech market). The secret behind the strong demand is a combination of attractive terms, a continuously growing distribution network, and the new marketing campaign for customer acquisition which SAZKA mobil kicked off in August. The aforementioned campaign was aimed at a new, younger target clientele - which will be eligible for free data as part of the top-up bonus program.

SAZKA mobil Chance

On top of all this, SAZKA mobil is the first in the market to offer a combined calling plan and lottery. *"The SAZKA mobil Chance lottery has made it possible for us to reward more than 25 000 lucky callers since February. Our customers may look forward to the next draw on Monday, 3 November, with 620 000 CZK in the jackpot!",* says Schmiedhammer.

For more information, please visit www.sazkamobil.cz or www.facebook.com/SAZKA mobil.

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